



Opinion Editorial

TEMPLATE OP-ED

2012 National Hurricane Preparedness Week, **[Organization]** Pledges to Be a Force of Nature

History teaches that hurricane awareness and preparation are common threads that can reduce the impact of hurricane disasters. Families, individuals, and businesses that know their vulnerability and what actions to take can reduce the effects of a hurricane disaster. During [National Hurricane Preparedness Week](#), held May 27 through June 2, 2012, we are joining the “*Be a Force of Nature*” campaign because we believe that families, individuals, and businesses that know their vulnerability and what actions to take can reduce the effects of a hurricane disaster this season.

<ORGANIZATION> for example, *[include a couple examples of local people, businesses, or communities that have taken steps to prepare – or have successfully executed a preparedness plan during a disaster]*.

We are asking all *[city, county, state, employee, or residents]* to join us in becoming “A Force of Nature,” and follow simple steps to be better prepared for when hurricanes, severe storms, flooding or tornadoes affect our area. These simple steps include pledging to prepare at www.ready.gov/hurricanes, knowing and understanding your weather risk, taking action, and being an example for your family and friends.

Knowing your risk is to understand how hurricanes and associated weather can affect where you live and work and the direct impacts to you and your family. Check the weather forecast regularly, sign up for local alerts from emergency management officials, and obtain a NOAA Weather Radio.

Taking action can include a number of easy to take steps. For <ORGANIZATION>, we are [making a pledge](#) to prepare and *[include an example of any activity conducted – you may want to insert here an accomplishment as well]*. We also encourage everyone to complete your [Ready Emergency Preparedness Plan](#), [update your Emergency Supply Kit](#), and download the [FEMA smartphone application](#) so we all can access important safety tips on what to do before, during and after a hurricane).

Being an example is a simple third step to take once we all have taken action. Be an example by telling our family, friends, employees, community and stakeholders what we have done and then inspire others to do the same. The *[ORGANIZATION, please include an example of how you have inspired others i.e. social media networks, website postings, or any other appropriate action.]*

Visit www.ready.gov/hurricanes for more information on how to “*Be a Force of Nature*” and pledge to prepare.